

Procedures for Acceptance of Requests for Logo Participation

Participation in the Logo program is first come, first-served* for fully qualifying businesses. This procedure is in place regardless of whether or not the interchange is within a construction zone. No holding period exists when requests are not being taken once a space has been confirmed as available on an existing sign; or on a proposed Logo sign or Logo sign being upgraded, once the project has been approved. Requests to the appropriate Division staff may be sent by faxes, certified mail (*return receipt requested*), overnight delivery by the US Postal Service, UPS, Federal Express, or other official mail service, etc., or via email or hand delivered.

The Department does not maintain a waiting list of new or interested businesses when a project is not yet approved or when all spaces on the Logo sign are taken by fully qualifying operational businesses.

Case 1. Request for space on existing signs that has space available: First-come, first-served based on date and time of written request from interested business. This includes cases where existing signs have been relocated or reconfigured due to construction or incident.

Case 2. New projects /Upgrade to Standard 6 Panel Service Sign: Once the State Logo Engineer notifies the Division Logo Coordinator via email that their Logo project has been approved and the design process initiated, the Division Logo Coordinator should accept a business's written request for participation in the program until all slots on the sign have been filled. New participation is based on first-come, first-served based on date and time of request from interested business.

Case 3. Interested business requests the space occupied by business that is "Out of Business" that is currently on a full sign: Once business is **confirmed** to be out of business either by site visit by the Division Logo Coordinator or by notification in writing from the owner of the business that it is "Out of Business" (not closed for renovation or change of ownership underway), then the Division Logo Coordinator should accept a business's official written request for participation in the program. When notified by an interested business rather than the business that is possibly out of business, the space is not considered available until the determination is made by the Division Logo Coordinator. This determination should be made within a few workdays of the notification from the interested business. Interested business does not have to wait until business panel of closed business is actually removed prior to requesting participation; however, Division Logo Coordinator must not take request until his/her investigation is completed.

Case 4. Interested business requests the space occupied by a business that is "Out of Business" that is currently on a full sign and there is at least one business of that specific service is already participating at that interchange: Example situations - a. Existing six panel sign on ramp with only three panel sign spaces available on mainline (such as 3 gas 3 food combo sign) and one of the three on mainline sign goes out of business; b. A business is signed at the less direct exit of a split interchange exit since the most direct exit sign was full, and one of the businesses on sign at the more direct exit goes out of business; c. overflow combination sign (with provisional contracts) exists at interchange and business on six panel sign (with standard contracts) goes out of business. In situations such as any of these, once the business is determined to be "Out of Business" either by site visit by the Division Logo Coordinator or by notification in writing from the owner of the business that it is Out of Business (not closed for renovation or change of ownership underway), the current participants at interchange are considered "first-come, first-served" for the available space based on the dates the business owner signed the contracts (or if more than one business signed contracts on the same date, based on the time of the actual written request prior to the signing of contract.) In example c, the first business not already participating at the interchange to request participation in writing once the determination is made that the business is out of business, would

be first-come, first-served for the availability created on the combination overflow sign (provisional contract).

Note: * ‘first-come first-served business’ is defined as any fully qualifying businesses, not already participating on a sign at that interchange under that specific service, that requests participation on an available space on a Logo sign. A space is not considered *available* until the following takes place:

- a. *If there are no existing Logo signs for that service at interchange or the existing sign needs upgrading to hold more panels / New projects:* The Division Logo Coordinator has determined space is available along the roadway for the new or upgraded signs at the interchange, requests the project to be considered by State Logo Engineer, and the State Logo Engineer has approved the project to install new signs. As soon as the Division Logo Coordinator receives this approval via email, he/she may begin accepting requests for participation. If a business’s inquiry causes the request for the project to be made, the Logo Coordinator should inform the business that a request for the project will be made as soon it is determined that space is available, and that you (the coordinator) should know in a couple of days after your field investigation if it will be approved and that requests will be taken as soon as approval is received from the State Logo Engineer. This will minimize the number of consecutive days the business will have to send in written requests (assuming they want to maximize chance of being first-come first-served.)
- b. *Existing Logo signs are in place:* The Division Logo Coordinator has determined the space is available on the sign. In cases where existing fully qualifying business(es) hold provisional agreements, they are considered “first- come” for the standard agreement based on the date on their existing agreement. If more than one have same date, the date/time of the request for their provisional agreement should be used to determine which business has first priority for the standard agreement. If the space is becoming available by a removal of an existing panel, the requester does not have to wait until the panel is actually removed to be considered; however, the Division Logo Coordinator must have completed the investigation and determined the availability of the space prior to accepting requests.